

## *AMENDMENTS TO THE CLAIMS*

Please amend the claims as indicated hereafter.

### **Claims:**

---

1-104. (Cancelled)

B<sup>1</sup>

105. (New) A method implemented by a television set-top terminal (STT), comprising:

- outputting to a television by the STT a graphical user interface (GUI) configured to identify a first advertisement category and a second advertisement category that is different from the first advertisement category;
- receiving by the STT a first user input corresponding to the first advertisement category and a second user input corresponding to the second advertisement category;
- after receiving the first and second user inputs, outputting to the television by the STT a first advertisement corresponding to the first advertisement category responsive to the STT receiving the first user input, wherein the first advertisement is output by the STT at a first future time during an interruption in a television presentation being output by the STT;
- after receiving the first and second user inputs, outputting to the television by the STT a second advertisement corresponding to the second advertisement category responsive to the STT receiving the second user input, wherein the second advertisement is output by the STT at a second future time during another interruption in a television presentation being output by the STT.

106. (New) The method of claim 105, wherein the first and second advertisements are received by the STT from a remote server after the STT receives the first and second user inputs.

107. (New) The method of claim 105, further comprising:

- outputting the first and second advertisements at intermittent time intervals more than an hour after receiving the first and second user inputs.

108. (New) The method of claim 105, further comprising:

outputting the first and second advertisements to a television only during time periods that were defined prior to receiving the first and second user inputs.

109. (New) The method claim 105, further comprising:

receiving by the STT user-input to confirm that a user has viewed at least a portion of at least one of the first and second advertisements.

110. (New) The method of claim 105, wherein the first and second advertisements are output to the television only during interruptions of television programs having predetermined types.

111. (New) The method of claim 105, wherein the first and second advertising categories are subcategories that correspond to respective broader categories.

B1  
cont.  
112. (New) The method of claim 105, further comprising:

storing the first and second advertisements in the STT.

113. (New) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT after a predetermined expiration time.

114. (New) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT responsive to determining that said at least one of the first and second advertisements has been viewed at least a predetermined number of times.

115. (New) The method of claim 105, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving user-inputs while the STT is outputting said at least one of the first and second advertisements.

116. (New) A method implemented by a television set-top terminal (STT), comprising:  
determining by the STT that a television is on; and  
outputting by the STT an advertisement to the television, wherein the  
advertisement corresponds to a category of advertisements selected by a  
viewer of the television.

117. (New) The method of claim 116, further comprising:  
incrementing a counter configured to count advertisements output by the STT.

118. (New) The method of claim 117, wherein the counter is incremented responsive to  
determining that the television is on and responsive to outputting the advertisement.

119. (New) The method of claim 117, further comprising:  
deleting the advertisement from the STT responsive to a value of the counter.

BI  
Cont.  
120. (New) The method of claim 117, further comprising:  
outputting an advertisement by the STT responsive to a value of the counter.

121. (New) The method of claim 116, wherein the television is determined to be on responsive  
to predetermined user input being received by the STT during a predetermined period of time  
prior to outputting the advertisement.

122. (New) A method implemented by a television set-top terminal (STT), comprising:  
outputting to a television by the STT a graphical user interface (GUI) configured to  
identify a plurality of advertisement categories;  
receiving by the STT a plurality of user inputs respectively corresponding to the plurality  
of advertisement categories, wherein the user inputs are provided by a viewer of  
the television; and  
after receiving the plurality of user inputs, downloading by the STT a plurality of  
advertisements respectively corresponding to the plurality of advertisement  
categories.

123. (New) The method of claim 122, further comprising:

outputting the plurality of advertisements to the television at intermittent future times.

124. (New) The method of claim 123, wherein the plurality of advertisements are output to the television during respective interruptions in television programs.

125. (New) The method of claim 124, wherein the plurality of advertisements are output to the television only during interruptions of television programs having predetermined types.

126. (New) The method of claim 122, further comprising:

deleting the plurality of advertisements from the STT after a predetermined expiration time.

BI  
cont. 127. (New) The method of claim 122, further comprising:

deleting each of the plurality of advertisements from the STT responsive to determining that each of the plurality of advertisements has been viewed at least a predetermined number of times.

128. (New) A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) configured to identify a plurality of advertisement categories;

receiving by the STT a plurality of user inputs respectively corresponding to the plurality of advertisement categories, wherein the user inputs are provided by a viewer of the television; and

after receiving the plurality of user inputs, outputting to the television by the STT a plurality of advertisements respectively corresponding to the plurality of advertisement categories.

129. (New) The method of claim 128, wherein the plurality of advertisements are received by the STT from a remote server after receiving the plurality of user inputs.

130. (New) The method of claim 128, wherein the plurality of advertisements are output to the television at intermittent future times.

131. (New) The method of claim 130, wherein the plurality of advertisements are output by the STT to the television during respective interruptions in television programs being output by the STT.

132. (New) The method of claim 131, wherein the plurality of advertisements are output by the STT to the television only during interruptions of television programs having predetermined respective types.

---